



## **Downtown Center Business Improvement District**

### **BOARD OF DIRECTORS MEETING**

September 9, 2015

#### **Board of Directors**

Barry Altshuler, Eric Bender, Jim Bonham, Barbara Bundy, Robert Cushman, Sauli Danpour, Simon Ha, Robert Hanasab, Carol Schatz, Cari Wolk

#### **Absent**

Travis Addison, Michael Czarcinski, Alex Capriotti, Richard Costanzo, David Damus, Clare De Briere, Steve Hathaway, Peklar Pilavjian, Lucy Rumantir, KC Yasmer, Adele Yellin

#### **Staff**

Jeff Chodorow, Nick Griffin, Suzanne Holley, Sarah Hutchinson, Julia Marino, Lena Mulhall, Ken Nakano, Henna Sherzai

#### **CALL TO ORDER**

Schatz called the meeting to order at 8:14am without a quorum.

Change to Board Seats: Schatz announced that Rich Costanzo of L&R has resigned due to health reasons. She is looking at some possible candidates to fill the vacant board seats and encouraged the members to send her any recommendations they may have.

#### **PROPERTY OWNER OR PUBLIC COMMENT: None**

Schatz asked the Directors to present their reports. Schatz turned meeting over to Danpour to chair in Pilavjian's absence. Quorum reached at 8:20am.

#### **Nakano reported:**

#### **District Safety:**

Problem Locations –

5<sup>th</sup> & Hill Metro Station

- This area continues to require a lot of attention. Activity being observed ranges from aggressive panhandling, narcotic transactions, illegal vending and more. The particular challenge with this area is the Metro platform- when activity is observed the subjects often go underground to avoid contact. LAPD has been deploying additional resources to this area along with "Vice" units.

Noteworthy Incidents –

- On Friday, July 17<sup>th</sup> a DCBID Maintenance employee was sweeping in the area of 4<sup>th</sup> and Broadway when he was attacked by a transient who objected to the worker sweeping up broken glass off the sidewalk. The subject identified the glass as "His Diamonds" and charged at the worker with a sharp object while

attempting to swing at him. The maintenance worker defended himself and was able to call for assistance via his two way radio. Safety officers arrived quickly and removed the maintenance worker from the situation while dealing with the subject who was demonstrating his mental instability. LAPD was notified and quickly arrived on scene. Once LAPD arrived at the location, the subject sat in a nearby wheelchair and armed himself with a hammer (to go with the stick that was in his other hand). LAPD gave multiple commands to the individual to drop the items and comply with them. The subject continued to be defiant. After multiple demands to drop the weapons, LAPD used less than lethal force on the subject and took him into custody.

- On Wednesday, August 19, a Safety Officer entered the 7-11 at 848 W. 7<sup>th</sup> St. to conduct a Merchant contact. As the officer entered the location and started walking towards the counter a male subject was observed running up to the Officer Patrol bike, jumping onto it and trying to ride off. The Safety Officer seeing this immediately exited the store and was able to take the person into custody at the corner of 7<sup>th</sup> and Flower without incident. It is believed that this person may have been responsible for multiple bike thefts in the area. Bike thefts continue to remain a big issue in the area, as many bikes are being stolen in the area.

#### **District Maintenance Update:**

- The second phase of tree trimming was completed on July 28<sup>th</sup>. Approximately 156 trees were trimmed during this phase, completing this year's planned trimming. Since we began trimming the district trees in 2014, the DCBID has facilitated the trimming of over 550 trees.
- In July, the DCBID deployed 17 new BigBelly Solar Stations and 1 BigBelly Solar Compacting Station, bringing the total of BigBelly stations in the district to 36. To date, with data being collected from the stations, we have been able to improve our collection efficiency by 67%. This efficiency improvement has led to fewer trips to the transfer station and keeping manpower on the streets for more time. The new 2015 stations were deployed as follows:
  - Hill Street between 3<sup>rd</sup> and 7<sup>th</sup>, with one at Hill and Olympic
  - Grand Avenue between 2<sup>nd</sup> and 3<sup>rd</sup> (Across from The Broad)
  - 9<sup>th</sup> Street between Flower and Grand

#### **BID ACTION Update:**

##### **Homeless Counts**

	Count-1	Count-2
July	135	163
August	127	120

#### **Operations Statistics:**

	July 2015	August 2015
Calls For Service:	2,015	1,996
Self-Initiated Calls/Incidents:	10,178	10,760
LAFD Assists:	7	9
LAPD Assists:	25	24
Property Crimes:	1,345	1,207



Violent Crimes:	19	13
Quality of Life Incidents:	2,711	2,687
Sidewalk Wash-downs:	514	433
Graffiti Removed:	123	147
Trash Bags Removed:	4690	3493

Ha discussed the new park at Pershing Square and conflicts between families and homeless individuals attempting to camp out and being aggressive towards security. Ha advised that some Downtown families are fed up and are planning to move out of Downtown as a result. These families will be appearing at Council Committee to address. Schatz advised Ha to encourage the families to write letters to the Mayor and City Council expressing their concerns and intentions.

#### **Sherzai reported:**

#### **Marketing Campaigns**

Our summer campaign was active from mid-June through August. The campaign theme was “Summer in the City: An Insider’s Guide to Downtown LA’s Concerts, Outdoor Films, and Events.” It was supported by radio spots, print ads, postcards, email blasts, and a landing page at [DowntownLA.com/Summer](http://DowntownLA.com/Summer). The nine event series highlighted in the campaign were:

FIGat7th Downtown Festival (July 18 – Aug 22)  
 Friday Night Flicks at Pershing Square (May 2 – Sept 26)  
 Downtown Stage at Pershing Square (July 9 – Aug 17)  
 Grand Performances (June 13 – Sept 13)  
 Grand Park Summer (July – Sept)  
 Dance Downtown at The Music Center (May 16 – Sept 19)  
 Street Food Cinema at Exposition Park (May 24 – Sept 27)  
 LA Film Fest at L.A. LIVE (June 11 – 19)  
 Last Remaining Seats at the Historic Theaters (June 10 – 27)

The Summer in the City campaign generated over 29K overall website page views and 23K unique views. The average time spent on the campaign microsite was 3:36, which suggests that the content was engaging and informative.

#### **Website**

We posted new businesses, upcoming events, and promotions on our existing website while working on the development of our new website. The new website is currently in the final development and content upload phase. We plan to engage internal teams and the Marketing Committee to review the site for functionality and content in Q4.

#### **PR**

Our PR firm Macy + Associates secured coverage for our Quarterly Market Reports in several news outlets including Globe St, Los Angeles Business Journal, and the LA Times. They also secured coverage for our Dog Day event which included television media outlets KTLA, KTTV, and Telemundo. Macy + Associates also worked with media outlets including the NY Times and Western Real Estate Business journal on future interview and byline opportunities.

#### **Downtown Guides Program**

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The team provided support for Dog Day Afternoon at the Cathedral, July DCBID Get Urban and Housing Tours, and the August Downtown LA Art Walk. The rotating schedule for the kiosk targets the most popular

intersections in Downtown for pedestrians. The Welcome Map and newly printed Welcome Bags continue to be in high demand.

### **eNewsletter**

The DCBID's monthly e-newsletters were sent to over 35,000 current subscribers. The emails highlighted our Summer in the City campaign, new business openings, Downtown events, and special offers to our subscribers.

### **Events**

Dog Day Afternoon at the Cathedral

Dog Day Afternoon at the Cathedral on Wednesday, July 8, was a great success. We had 1,100 dogs and 1,600 residents in attendance. We also had over 30 vendors exhibit this year, up from just over 20 vendors last year. Honored at the event were Monsignor Kostelnik and his dog Joaquin with the Best Buddy Award for their significant contribution to the community and Hal Bastian with a Top Dog Award for his leadership in creating the Dog Day event. The Monsignor (who will be leaving the Cathedral in July 2016) was also presented with a City Resolution acknowledging his leadership at the Cathedral. The marketing campaign included email blasts, hand-to-hand outreach, local print ads, flyers, and PR outreach.

### **Q3 Resident Mixer**

We hosted our Quarterly Resident Mixer at Border Grill on Thursday, August 27. Over 35 residents attended to mingle, enjoy light appetizers, and learn more about the DCBID and the services we offer. We also had a surprise visit from celebrity chef Mary Sue Milliken, who stayed at the event to welcome everyone to her restaurant.

### **BBQ and Halloween**

We started planning our Annual Public Safety BBQ on Thursday, October 15 and our Halloween Party for Downtown LA Kids on Saturday, October 31.

### **Marketing Roundtable**

The Marketing Roundtable continues to be a popular meeting. We hosted over 70 total attendees in July and August.

### **Griffin reported:**

### **GET URBAN: Creative/Tech/ Office (CTO) Recruitment Initiative**

We continued to build on the success of our **GET URBAN; GET DOWNTOWN** initiative with another fully subscribed Downtown office space tour in July. A total of over 150 people have attended the first five monthly tours, on which we have showcased 20 of Downtown's leading tech and creative companies, along with the eclectic neighborhoods, arts, culture, retail and residential opportunities Downtown.

As part of our on-going marketing, communications and outreach strategy, we distributed GET URBAN promotional material directly to the commercial brokerage, tech and creative communities at the following technology and real estate events: Bisnow's "Evolution of Downtown", the Los Angeles Global Tech Summit, and the Southern California Development Forum's "Downtown LA – What's Next?" In addition to these efforts, we increased our social media presence on Twitter, with 420 Tweets to our growing base of 250 followers.

We have ongoing collaborations with the business, technology and creative and communities to expand the reach and impact of the **GET URBAN** initiative and to nurture and grow the tech and creative presence Downtown. Specific partners we are working with include: TechRise, WeWork, Start-Up DTLA, REACH NeXT, Los Angeles County EDC, and the Mayor's Office of Economic Development. Specific programs we have organized or are participating in include: "**Start-Ups in the Sky**," a new monthly tech mixer series, and **LA Innovation Week**.

### **EVENTS**



### **Dog Day Afternoon**

We hosted the 9<sup>th</sup> Annual **Dog Day Afternoon** event at the Cathedral of Our Lady of Angels, which featured over two dozen vendors and sponsors, was attended by over 1000 people and pets and generated local and regional print, radio and television coverage.

### **TOURS**

#### **Housing Tours**

We hosted a monthly housing tour in July, with over 50 people in attendance.

#### **Development Tours**

We led a custom tour of Downtown for the Commercial Real Estate Women's organization.

### **OUTREACH, PROMOTION & RECRUITMENT**

The Economic Development team met, toured with and provided information and assistance to over two dozen brokerage firms, service providers, business and property owners, investors and developers as part of its going effort to attract, retain and support retail businesses, office space tenants and property development, including residential, commercial and hospitality. Notable among these were seven national and international real estate development and finance firms active in the Downtown market, six established retail businesses in the market for Downtown locations, and a new charter school planning to open a Downtown campus.

### **ECONOMIC & MARKET REPORTS**

We produced the **Q2 2015 Market Report** in our newly redesigned format and published the report four weeks from the close of the quarter.

We finalized work with Beacon Economics on an economic impact study of the Downtown Renaissance, slated for release in September 2015. The team also provided research data to media outlets including the LA Times, NY Times, Globe Street, LA Business Journal, DTLA Rising, that was included in articles promoting Downtown's continued growth and evolution.

### **RESEARCH & INFORMATION REQUESTS**

We responded to over 30 external requests from brokers, business and property owners, investors and developers, for information on a range of topics, including:

- Demographics of Downtown residents and workers
- Residential, commercial and retail market statistics and updates
- Current development pipeline
- Property ownership and sales information
- Affordable housing availability
- Bike Share, Metro Exposition Line, Regional Connector, and other transit projects
- Significant commercial office, residential and retail leases and sales
- New development project plans, information and renderings
- Amenities and nightlife
- New retail businesses and developments
- Streetscape improvement projects

### **ON-GOING PROJECTS**

The Economic Development team participated in meetings and/or working groups for the following Downtown development projects:

- Bringing Back Broadway
- Pershing Square Renew
- Avenue of Angels

- MyFigueroa Streetscape Project

### **Chodorow reported:**

Chodorow met with the Finance Committee to review June and July financials. The financials were approved by the Finance Committee.

Chodorow presented the year-to-date financials through July. YTD revenue was ahead of budget (\$450K) due to revenues received earlier than expected. YTD expenses were favorable approximately \$165K primarily due to \$120K in Marketing for timing of advertising expenses and open Ambassador positions and \$45K in BID Action as a result of the delay in commencement of PATH program, partially offset by a negative (\$29K) variance in Maintenance due to SolarBelly trash cans that were previously budgeted as capital but were expensed due to a change in fixed asset capitalization policy.

Bundy raised a motion to approve the year-to-date financials as presented. Hanasab seconded and motion was approved.

### **CHIEF OPERATING OFFICER'S REPORT**

Holley announced that it was discussed at the Finance Committee that a DCBID rebrand was to be considered as part of the 2016 budget. She has received some preliminary pricing of \$30K to manage the process and approx. \$40K to purchase materials. The committee supported the rebrand and recommended she seek Board approval to begin the rebrand process now in order to expense some of the costs in 2015. Danpour asked for a motion to approve the rebrand process now to begin expensing in 2015. Cushman raised a motion to approve, Bundy seconded and motion was approved.

Holley announced that the DCBID has signed a contract with PATH for a full-time homeless outreach team and that services will begin on October 1. The team will be supervised by a PATH employee with a Masters in Social Work and will consist of a combination of PATH personnel and Chrysalis peer coordinators from the existing BID Action Team. PATH will provide a variety of health and housing services to the homeless as well as training to the DCBID security and maintenance teams.

### **APPROVAL OF MINUTES**

A motion was raised by Bundy to approve the May 6 (carried forward from last meeting) and July 8, 2015 minutes as presented. Wolk seconded and motion was approved with one abstention.

Schatz excused staff and continued with the meeting.

Holley noted that the Board had previously requested that staff present an evaluation of the potential use of body cameras by DCBID contract security personnel to the Operations Committee for review. The evaluation was completed and presented to the Operations Committee on August 11, 2015. It was the Operations Committee recommendation to the Board not to pursue the use of body cameras at this time. Mr. Cushman noted that he had initiated the original request and thanked the staff for completing the evaluation. The Board requested no further action.

**OLD BUSINESS:** None

**NEW BUSINESS:** None

**ADJOURNMENT:** The next meeting is scheduled for October 7, 2015. The meeting was adjourned.